

ABSTRACT OF THE DISCLOSURE

Most software applications of the present time have graphic user interface comprising of a document display window and a document supporting substrate area. The document display window is the area where the application user inputs the data and views the results. The substrate areas contain the menus, tools, controls and other accessories, which support the execution of the document. The focus of the application user most of the time is the document window. The substrate area is accessed only intermittently for using the menus, tools and other controls. Depending upon the type of application and the view settings, about 60 to 80 percent of the visible display area is covered by the document window. The remaining 40 to 20 percent is the substrate area. The present invention uses the substrate areas of a software application for displaying sponsor messages / information, contained in one or more floating windows. Such floating windows, continuously display in a user friendly way, sponsor messages / information, in a programmed fashion, and also contain URL address for linking the user to the sponsor's web site via an Internet connection, activated by clicking a keyboard mouse combination or by key strike alone or by clicking a button in the corresponding substrate area. The menus, tools and other controls hiding behind the floating windows can be accessed in a non-intrusive manner in one of the several automatic cursor-responsive ways described in the embodiment, without having to manually move such floating windows.

In another preferred embodiment, such cursor-responsive floating windows are not restricted to the substrate areas and can be located in the document area for displaying information in layers.